



WCPO

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## ORDER

Print Date 10/23/12

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Flight Dates 10/24/12-10/30/12

Contract / Revision 315532 /

Original Date / Revision  
10/23/12 10/23/12

Advertiser Romney / Republican / Presi

Agency American Rambler Producti

Buying Contact

138 Conant Street  
Beverly, MA 01915Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Product

Candidate. Romney For President

Agency Com 15%

Billing Contact

138 Conant Street  
Beverly, MA 01915

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Order # 21 10.24-10.30

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	77	\$109,140.00	\$128,400.00	0.00	10/01/12	10/28/12	77	\$109,140.00	\$128,400.00
November 2012	39	\$48,365.00	\$56,900.00	0.00	10/29/12	10/30/12	39	\$48,365.00	\$56,900.00
Totals	116	\$157,505.00	\$185,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	WCPO	10/24/12	10/30/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	6	\$600.00	P-2	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		6				\$600.00		0.00			
		Week: 10/29/12	11/04/12	MT-----		4				\$600.00		0.00			
2	WCPO	10/24/12	10/30/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	6	\$600.00	P-2	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		6				\$600.00		0.00			
		Week: 10/29/12	11/04/12	MT-----		4				\$600.00		0.00			



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Contract / Revision 315532 Flight Dates 10/24/12-10/30/12

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre Product Candidate. Romney For Pre Estimate # Order # 21 10.24-10.30

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WCPO	10/24/12	10/30/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	3	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$400.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$400.00		0.00			
4	WCPO	10/24/12	10/30/12	M-F 10-11a Right This Morning M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$250.00	P-2	0.00	NM	7	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					4	\$250.00		0.00			
Week:		10/29/12	11/04/12	MT-----					3	\$250.00		0.00			
5	WCPO	10/24/12	10/30/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	4	\$600.00	P-2	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					4	\$600.00		0.00			
Week:		10/29/12	11/04/12	MT-----					4	\$600.00		0.00			
6	WCPO	10/24/12	10/30/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	3	\$750.00	P-2	0.00	NM	7	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					4	\$750.00		0.00			
Week:		10/29/12	11/04/12	MT-----					3	\$750.00		0.00			
7	WCPO	10/24/12	10/30/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	3	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$1,500.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$1,500.00		0.00			
E 8	WCPO	10/24/12	10/30/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	3	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$1,500.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$1,500.00		0.00			
E 9	WCPO	10/24/12	10/30/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	6	\$1,500.00	P-2	0.00	NM	10	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					6	\$1,500.00		0.00			
Week:		10/29/12	11/04/12	MT-----					4	\$1,500.00		0.00			
E 10	WCPO	10/24/12	10/30/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$600.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$600.00		0.00			
11	WCPO	10/24/12	10/30/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$600.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$600.00		0.00			
12	WCPO	10/24/12	10/30/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF--	:30	3	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$1,500.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$1,500.00		0.00			
13	WCPO	10/24/12	10/30/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	2	\$6,500.00	P-2	0.00	NM	2	\$13,000.00



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Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Candidate. Romney For Pre Estimate # Order # 21 10.24-10.30

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	WCPO	10/24/12	10/30/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	2	\$6,500.00	P-2	0.00	NM	2	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----		0				\$0.00		0.00			
	Week:	10/29/12	11/04/12	M-----		2				\$6,500.00		0.00			
E 14	WCPO	10/24/12	10/30/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	2	\$4,500.00	P-2	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----		0				\$0.00		0.00			
	Week:	10/29/12	11/04/12	M-----		2				\$4,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WCPO	10/29/12-11/04/12		Monday Prime C		10-11p	M-----	:30		<del>(\$4,500.00)</del>		0.00	NM		
	See MG 14.3														
	[sold out with canidates]														
3	WCPO	10/29/12-11/04/12		Monday Prime C		10-11p	M-----	:30		\$4,500.00		0.00	NM		
	Ⓜ MG for 14.1 10/29														
	[There are P3s that should come out before this spot does.]														
15	WCPO	10/24/12	10/30/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$6,500.00	P-2	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----		0				\$0.00		0.00			
	Week:	10/29/12	11/04/12	-T-----		1				\$6,500.00		0.00			
16	WCPO	10/24/12	10/30/12	Wednesday Prime A Wednesday Prime A	CM	8-9p	--W----	:30	2	\$4,000.00	P-2	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W----		2				\$4,000.00		0.00			
	Week:	10/29/12	11/04/12	-----		0				\$0.00		0.00			
17	WCPO	10/24/12	10/30/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---		1				\$10,000.00		0.00			
	Week:	10/29/12	11/04/12	-----		0				\$0.00		0.00			
18	WCPO	10/24/12	10/30/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---		1				\$4,000.00		0.00			
	Week:	10/29/12	11/04/12	-----		0				\$0.00		0.00			
19	WCPO	10/24/12	10/30/12	Friday Prime A Friday Prime A	CM	8-9p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$1,800.00		0.00			
	Week:	10/29/12	11/04/12	-----		0				\$0.00		0.00			
20	WCPO	10/24/12	10/30/12	Friday Prime B Friday Prime B	CM	9-10p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$1,800.00		0.00			
	Week:	10/29/12	11/04/12	-----		0				\$0.00		0.00			
21	WCPO	10/24/12	10/30/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$6,000.00		0.00			
	Week:	10/29/12	11/04/12	-----		0				\$0.00		0.00			



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Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre Product Candidate. Romney For Pre Estimate # Order # 21 10.24-10.30

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
22	WCPO	10/24/12	10/30/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$200.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
23	WCPO	10/24/12	10/30/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$300.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
24	WCPO	10/24/12	10/30/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$375.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
25	WCPO	10/24/12	10/30/12	ABC College Football -g ABC College Football gan	CM	258-7p	-----S-	:30	3	\$3,500.00	P-3	0.00	NM	3	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					3	\$3,500.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
26	WCPO	10/24/12	10/30/12	SA 6-7p News SA 6-7p News	CM	558-7p	-----S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$1,000.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
27	WCPO	10/24/12	10/30/12	ABC College Football Pri ABC College Football Pri	CM	758-1130p	-----S-	:30	3	\$4,500.00	P-3	0.00	NM	3	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					3	\$4,500.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
28	WCPO	10/24/12	10/30/12	Late News Spec Ed (late Late News Spec Ed (late	CM	1130p-1a	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$250.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
29	WCPO	10/24/12	10/30/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$200.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
30	WCPO	10/24/12	10/30/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$300.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
31	WCPO	10/24/12	10/30/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$375.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
32	WCPO	10/24/12	10/30/12	SU 9-10a SU 9-10a	CM	9-10a	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00

